

Message Text

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70

ACTION EUR-12

INFO OCT-01 ISO-00 PA-02 PRS-01 CU-04 CIAE-00 INR-07

NSAE-00 RSC-01 /028 W

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R 291531Z NOV 74

FM AMEMBASSY WARSAW

TO USIA WASHDC

INFO SECSTATE WASHDC 2389

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY BUDAPEST

AMEMBASSY BUCHAREST

ZNE/AMCONSUL KRAKOW

AMCONSUL POZNAN

UNCLAS WARSAW 7110

FOR IMV/C, IEE

E.O. 11652: NA

TAGS: SCUL, PL

SUBJ: 35MM REPRESENTATIONAL FILMS

REF: WARSAW 6932

1. "THE STING" CONTINUED ITS STRIKING PROGRAM
SUCCESS IN POLAND WITH SHOWINGS IN POZNAN AND KRAKOW.
IN BOTH CITIES THE FILM WAS ENTHUSIASTICALLY RECEIVED
AT LOCAL CINEMAS BY CAPACTIY AUDIENCES OF PROFESSIONAL,
CULTURAL, AND GOVERNMENTAL LEADERS. AS WORD LEAKED
OF THE IMPENDING SCREENINGS, BOTH CONSULATES WERE
DELUGED BY TELEPHONE CALLS AND VISITS FROM THOSE
SEEKING INVITATIONS. THE CONSULATE IN POZNAN CALLED
"THE STING" SHOWING "AN ALMOST UNPRECEDENTED SUCCESS"
FOR THE UNITED STATES CULTURAL PROGRAM IN WESTERN
POLAND. THE LANGUAGE PROBLEM, IN BOTH INSTANCES, WAS
OVERCOME BY THE FILM'S VISUAL AND ARTISTIC QUALITIES
AS WELL AS THE EXCELLENT IPS-FURNISHED SYNOPSIS.

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2. THE FAMOUS POKER SCENE AND THE FINAL CLIMATIC EPISODE EVOKED SPONTANEOUS CHEERS FROM THE AUDIENCE OF 480 PERSONS IN KRAKOW ON NOVEMBER 23. ACTING PRINCIPALS OFFICER ANTHONY LAMB INTRODUCED THE FILM BY THANKING MPAA AND AMBASSADOR DAVIES FOR THEIR ASSISTANCE IN ARRANGING THE FILM. IN POZNAN ON NOVEMBER 25 THE SCREENING WAS ATTENDED BY OVER 400 PERSONS, INCLUDING THE VICE-VOJEWODA ROMUALD ZYSNARSKI AND A LONG LIST OF OTHER LOCAL DIGNITARIES.

3. THE SUCCESS IN BOTH POLISH CITIES ILLUSTRATES THE EFFECTIVENESS OF TARGETED PROGRAMMING TO SELECTED EAST EUROPEAN AUDIENCES OF HIGH QUALITY AMERICAN FILMS. THE EMBASSY AND THE CONSULATES LOOK FORWARD TO ADDITIONAL MPAA/USIA-FURNISHED FILMS WHICH SIMULTANEOUSLY PROMOTE BOTH THE UNITED STATES CULTURAL PROGRAM AND THE AMERICAN MOTION PICTURE INDUSTRY.
DAVIES

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NNN

Message Attributes

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Decaption Date: 01 JAN 1960
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Disposition Action: n/a
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Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
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